

How unit-level tours impact rent revenue



2.5%
HIGHER RENTAL
REVENUE

Lease-up communities
with published LCP Media
unit-level tours



\$175k
ADDITIONAL
REVENUE

Per community per year
in rental income

60 communities | +10 tours | September 2024-August 2025



THE OVERVIEW

Renters expect unit-level virtual tours. But do these tours impact revenue? To get the answer, this study evaluated lease-up communities using TourBuilder Go. The results were clear: Unit-level virtual tours increase rent revenue.



THE PROCESS

A major property management company looked at rental income for units with virtual tours, compared to those without. A total of 60 lease-up communities were evaluated, each with at least 10 unit-level tours available on their website, from September 2024-August 2025.

To isolate the impact of virtual tours, organizers controlled for other identifiable factors that can influence rental performance, such as unit size and layout. They also excluded unusually low or high pricing outcomes.



THE RESULTS

Unit-level media has a positive impact on revenue. Lease-up communities using TourBuilder Go unit-level virtual tours saw **2.5% higher rent revenue, translating to \$174,904 in additional rental income** per community per year.



THE CONCLUSION

Unit-level media drives real results. While implementing virtual tours requires upfront investment and effort, it's offset by a measurable increase in rent performance. It's a value-maximizing approach that boosts NOI.



THE TECHNOLOGY

TourBuilder Go is our solution for capturing unit-level virtual tours, photos and videos. Easily capture and share immersive, 360° tours using our mobile app and a Ricoh 360 camera.

We've always believed unit-level tours make an impact, but this study finally put numbers behind it. When prospects can view the exact apartment they're considering, it removes uncertainty and builds confidence in their decision. That confidence shows up in performance. A 2.5% lift in rent revenue is meaningful — especially during lease-ups, when every percentage point counts.

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